

Sub A<sup>3</sup>

1. A method comprising:  
transmitting content;  
transmitting a first announcement including  
connection information for said content; and  
transmitting a second announcement including a  
content description for said content.

2. The method of claim 1 including transmitting said  
first announcement after transmitting the second  
announcement.

3. The method of claim 2 including arranging said  
content description with at least two levels of  
granularity.

4. The method of claim 3 including linking each of  
said granularity levels to connection information for said  
granularity.

5. The method of claim 1 further including providing  
a service identifier with said second announcement to link  
with said first announcement.

6. The method of claim 5 including specifying the  
location of service in said connection information.

1           7.    The method of claim 6 further including  
2   transmitting ancillary information with said content.

1           8.    The method of claim 2 further including providing  
2   an identifier to link said first and second announcements.

1           9.    The method of claim 1 wherein transmitting said  
2   connection information includes transmitting a data program  
3   guide.

1           10.   An article comprising a medium for storing  
2   instructions that cause a processor-based system to:  
3                transmit content;  
4                transmit a first announcement including  
5   connection information for said content; and  
6                transmit a second announcement including a  
7   content description for said content.

1           11.   The article of claim 10 further storing  
2   instructions that cause a processor-based system to  
3   transmit said first announcement after transmitting said  
4   second announcement.

1           12.   The article of claim 11 further storing  
2   instructions that cause a processor-based system to arrange

3 said content description with at least two levels of  
4 regularity.

1 13. The article of claim 11 further storing  
2 instructions that cause a processor-based system to provide  
3 an identifier to link said first and second announcements.

1 14. A method comprising:  
2 receiving content;  
3 receiving a first announcement including  
4 connection information for said content;  
5 receiving a second announcement including a  
6 content description for said content; and  
7 linking said first and second announcements to  
8 one another.

1 15. The method of claim 14 wherein receiving said  
2 second announcement includes receiving said second  
3 announcement after said first announcement.

1 16. The method of claim 15 including identifying at  
2 least two levels of granularity in said content  
3 description.

1           17. The method of claim 16 including linking each of  
2 said granularity levels to connection information for said  
3 granularity.

1           18. The method of claim 14 including identifying a  
2 service identifier with said second announcement to link to  
3 said first announcement.

1           19. The method of claim 18 including identifying the  
2 location of service in said connection information.

1           20. An article comprising a medium for storing  
2 instructions that cause a processor-based system to:  
3           receive content;  
4           receive a first announcement including connection  
5 information for said content;  
6           receive a second announcement including a  
7 connection description for said content; and  
8           link said first and second announcements to one  
9 another.

1           21. The article of claim 20 further storing  
2 instructions that cause a processor-based system to receive  
3 said second announcement after said first announcement.

1           22. The article of claim 21 further storing  
2 instructions that cause a processor-based system to  
3 identify at least two levels of granularity in said content  
4 description.

1           23. The article of claim 22 further storing  
2 instructions that cause a processor-based system to link  
3 each of said granularity levels to connection information  
4 for said granularity.

1           24. The article of claim 20 further storing  
2 instructions that cause a processor-based system to  
3 identify a service identifier with said second announcement  
4 to link to said first announcement.

1           25. The article of claim 24 further storing  
2 instructions that cause a processor-based system to  
3 identify the location of service in said connection  
4 information.

Sub A5 > 26. A processor-based system comprising:  
2 a processor; and  
3 a transmitter coupled to said processor to  
4 transmit a first and second announcement and video content,  
5 said first announcement including connection information

A5  
concl.

6 for said content and said second announcement including a  
7 content description for said content.

1 27. The system of claim 26 wherein said transmitter  
2 transmits an identifier that may be used to link said first  
3 and second announcements.

1 28. The system of claim 26 wherein said transmitter  
2 transmits said second announcement before said first  
3 announcement.

1 29. A processor-based system comprising:  
2 a processor; and  
3 a receiver coupled to said processor to link a  
4 first with a second announcement, said first announcement  
5 including connection information for video content and said  
6 second announcement including a content description for  
7 said content.

1 30. The system of claim 29 wherein said receiver  
2 links said first and second announcements.